V-WEAR / '94
PROGRAM REVIEW

	PREVIOUS WEEK (3/16/94)		CURRENT WEEK (3/23/94)		CUMULATIVE (3/23/94)	
MAIL RECEIPTS	**5,255**	**100.00%**	**5,852**	**100.00%**	**36,475**	**100.00%**
DM#1	3,244	61.73%	3,819	64.03%	23,739	65.08%
Magazine	567	10.79%	785	13.54%	2,124	5.82%
FSI	940	17.89%	748	13.23%	7,656	20.99%
Carton Insert	0	0.00%	25	0.44%	25	0.07%
Bounceback	504	9.59%	495	8.76%	2,932	8.04%
ORDERS PROCESSED		**6,969**		**7,023**		**28,914**
% of Mail Receipts Processed						79.27%
CURRENT AVG. TURN-AROUND TIME FOR PROCESSED ORDERS						
TOTAL ITEMS ORDERED	17,833	100.00%	16,374	100.00%	71,590	100.00%
Low UPC	9,657	54.15%	9,027	55.13%	39,314	54.92%
Mid UPC	4,262	23.90%	3,864	23.60%	17,597	24.58%
High UPC	3,914	21.95%	3,483	21.27%	14,679	20.50%
TOTAL ITEMS PER ORDER		**2.56**		**2.33**		**2.48**
Low UPC		1.39		1.29		1.36
Mid UPC		0.61		0.55		0.61
High UPC		0.56		0.50		0.51
TOTAL UPCS REDEEMED	1,407,145	100.00%	1,278,535	100.00%	6,502,265	100.00%
Low UPC	357,320	25.39%	335,250	26.22%	1,458,200	26.50%
Mid UPC	288,510	20.50%	261,830	20.48%	1,195,890	21.73%
High UPC	761,315	54.10%	681,455	53.32%	2,848,175	51.76%
TOTAL UPCS PER ORDER		**201.91**		**182.05**		**190.30**
Low UPC		51.27		47.74		60.43
Mid UPC		41.40		37.25		41.36
High UPC		109.24		97.06		98.51
ITEMS	17,833	100.00%	16,374	100.00%	71,590	100.00%
Low (20-40)						
Tattoo kit	340	1.91%	297	1.81%	1,178	1.65%
T-shirt	1,314	7.37%	1,181	7.21%	5,379	7.51%
Choker kit	1,604	10.12%	1,616	9.87%	7,398	10.33%
Lighter	3,151	17.67%	2,972	18.15%	12,968	18.11%
Sunglasses	3,048	17.09%	2,961	18.08%	12,390	17.31%
Mid (55-80)						
Crepe scarf	678	3.80%	598	3.65%	2,430	3.39%
Mini-bag pouch	1,775	9.95%	1,627	9.94%	7,556	10.55%
Poet's Blouse S/M	846	4.74%	813	4.97%	3,663	5.12%
Poet's Blouse M/L	963	5.40%	826	5.04%	3,948	5.51%
total poet's blouse	*1,809*	*10.14%*	*1,639*	*10.01%*	*7,611*	*10.63%*
High (100-400)						
Long Vest S/M	773	4.33%	693	4.23%	2,994	4.18%
Long Vest M/L	864	4.84%	713	4.35%	3,264	4.59%
Large Suede Pouch Bag	737	4.13%	721	4.40%	2,713	3.79%
Wristwatch	921	5.16%	797	4.87%	3,310	4.62%
Leather Jacket S	76	0.43%	74	0.45%	310	0.43%
Leather Jacket M	202	1.13%	188	1.14%	767	1.07%
Leather Jacket L	341	1.91%	299	1.83%	1,301	1.82%
total long vest	*1,537*	*9.18%*	*1,406*	*8.59%*	*6,278*	*8.77%*
total leather jacket	*2,180*	*3.47%*	*1,891*	*3.41%*	*8,346*	*5.32%*
INELIGIBLE ORDERS						

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Source: https://www.industrydocuments.ucsf.edu/docs/lfhj0004